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What is claimed is:

1. An electronic endoscope having an image pickup portion which converts an object image formed by an objective lens system to an electrical image signal, comprising:

a solid-state image pickup device having an image sensor;

a controller for controlling the horizontal and vertical scan direction of an image portion of said image sensor; and

a scan control device which controls the scanning operation of said image sensor; wherein

said image sensor and one of said scan control device and said controller are integrated on a common chip.

2. An electronic endoscope having an image pickup portion which is provided at a distal end of a tubular member of said electronic endoscope; and

wherein the image pickup portion is provided with a solid-state image pickup device having an image sensor; and

wherein said image sensor and one of a controller, for controlling the horizontal and vertical scan direction of an image portion of said image sensor, and a scan control device, for controlling the scanning operation of the image sensor, are integrated on a common chip.

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- 3. The electronic endoscope according to claim 2, wherein said image pickup portion comprises an A/D converter for carrying out A/D conversion of an output signal of the image sensor, an image processing device for processing the A/D-converted output signal, and a D/A converter for carrying out D/A conversion of the processed image signal; wherein at least one of the A/D converter device, the image processing device, and the D/A converter is integrated in the solid-state image pickup portion.
 - 4. The electronic endoscope according to claim 3, wherein said image processing device has an automatic white balance function to carry out a white balance operation.
- 5. The electronic endoscope according to claim 2,

 15 further comprising a scan direction changing device,

 wherein said scan direction changing device causes the

 controller to change the scan direction of the image

 sensor.
- 6. The electronic endoscope according to claim 5,
 wherein said scan direction changing device comprises a
 vertical scan direction changing member to change the scan
 direction of the image sensor in the vertical direction,
 and a horizontal scan direction changing member to change
 the scan direction of the image sensor in the lateral

 25 *direction.

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- 7. The electronic endoscope according to claim 5, wherein said scan direction changing device is provided with a horizontal/vertical scan switching member to switch the horizontal scan and the vertical scan of the image sensor.
- 8. The electronic endoscope according to claim 2, wherein said image sensor is a MOS type image sensor having a horizontal scan register and a vertical scan register.
- 9. The electronic endoscope according to claim 5, wherein said scan direction changing device is provided at the other end of the tubular member.
- 10. The electronic endoscope according to claim 5, further comprising an image monitor in which an image picked-up by the image pickup portion is indicated.
- 11. An electronic endoscope having an image pickup portion which is provided at a distal end of a tubular member of said electronic endoscope, comprising:

a solid-state image pickup device in which an image sensor and a scan control device for controlling the scanning operation of the image sensor are integrated on a common chip; and

a scan direction changing device which changes the scan direction of the image sensor.

12. The electronic endoscope according to claim 11, wherein said scan direction changing device is provided

at the other end of the tubular member.